

## **Multimedia Specialist I, Social Media Specialist**

Programs and Communication

Starting annual salary: \$33,372.00

Application deadline: February 8, 2022

The Mississippi Department of Archives and History is recruiting a social media specialist to serve in the marketing section of Programs and Communication. The social media specialist is responsible for creating content and engaging with prospective visitors to the MDAH sites through various social media platforms.

### Essential Duties and Responsibilities:

- Oversee content for all MDAH social brand channels (i.e., Instagram, Facebook, YouTube, etc.)
- Develop and implement social media strategies and define presence on social media platforms.
- Frequently pull analytics and data to prove the success of online strategies and tactics.
- Keen understanding of how to grow both organically and paid advertising.
- Create posts that inspire target audience to visit the MDAH sites.
- Light graphic design support where needed.
- Manage photo libraries, select photos featured on social media, and edit photos as needed.
- Reply directly to user comments on social media.
- Stay current with social media trends, emerging social channels, and best practices.

### Preferred Qualifications:

- 1-2 years of experience in social media. Experience promoting museums is a plus.
- A bachelor's degree in marketing, communications, design, or related field.
- Knowledge of Photoshop, Adobe Suite, and other content creation tools.
- Working knowledge of analytics tools such as Google Analytics, Sprout Social, Meltwater, and other tools to measure effectiveness.
- Ability to understand and use data to inform decisions, including audience insights, and platform trends.
- Strong internal networking skills.
- Strong creative skills (writing and photography).

To apply for this position, submit an online application via the Mississippi State Personnel Board. For more information, contact the MDAH human resources office at 601-576-6866. The Mississippi Department of Archives and History is an equal opportunity employer.